CLAIMS

The embodiments of the invention in which an exclusive property or privilege is claimed are defined as follows:

1   1.   A method for providing content, comprising:

2   determining a plurality of content segments;

3   determining a device associated with a recipient of said plurality of content

4   segments; and

5   providing a first of said plurality of content segments to said device at a first time

6   and a second of said plurality of content segments to said device at a second time,

7   wherein display of a content segment by said device may interrupt operation of said

8   device.

1   2.   The method of claim 1, wherein said determining a plurality of content segments

2   includes at least one of the following:

3   selecting said plurality of content segments;

4   determining bandwidth of a communication channel to said device;

5   selecting said plurality of content segments based, at least in part, on available

6   bandwidth of a communication channel to said device;

7   determining at least one time window of opportunity to provide said first of said

8   plurality of content segments to said device;

9   selecting said first of said plurality of content segments based, at least in part, on

10   availability of said device;

11   selecting said first of said plurality of content segments based, at least in part, on

12   availability of a communication channel to said device;

13   selecting said first of said plurality of content segments based, at least in part, on

14   demographic information regarding said recipient; and

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15   selecting said first of said plurality of content segments based, at least in part, on

16   an attribute of said device; and

17   selecting said first of said plurality of content segments based, at least in part, on

18   an attribute of said recipient.

1   3.   The method of claim 1, wherein said determining a plurality of content segments

2   includes at least one of the following:

3   receiving a notification regarding said plurality of content segments;

4   receiving a request from said recipient to provide all of said plurality of content

5   segments;

6   receiving a request from said device to provide all of said plurality of content

7   segments.

8   receiving a request from said recipient to provide said first of said plurality of

9   content segments; and

10   receiving a request from said device to provide said first of said plurality of

11   content segments.

1   4.   The method of claim 1, further comprising:

2   identifying said recipient.

1   5.   The method of claim 4, wherein said identifying said recipient includes at least

2   one of the following:

3   selecting said recipient from a group of potential recipients;

4   identifying said recipient from data included in a request to provide said plurality

5   of content segments; and

6   identifying said recipient based, at least in part, on an attribute of said recipient.

1   6.   The method of claim 1, wherein said determining a device associated with a

2   recipient includes at least one of the following:

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3   determining an address for said device;

4   determining a communication channel to said device;

5   determining accessibility of said device;

6   receiving a notification regarding said device from said recipient;

7   receiving a request to provide said first and second of said plurality of content

8 segments to a specific device;

9   receiving a command from said recipient to provide said first and second of said

10 plurality of content segments to a specific device; and

11   selecting said device from a plurality of devices associated with said recipient.

1 7. The method of claim 1, further comprising:

2   determining said first time and said second time.

1 8. The method of claim 7, wherein said determining said first time and said second

2 time includes at least one of the following:

3   determining a time interval associated with said first and second of said plurality

4 of content segments, wherein said second time occurs said time interval after said first

5 time;

6   determining a time interval associated with said plurality of content segments,

7 wherein said second time occurs at least said time interval after said first time;

8   determining a time interval associated with said recipient, wherein said second

9 time occurs at least said time interval after said first time;

10   determining a time interval associated with said device, wherein said second time

11 occurs at least said time interval after said first time;

12   determining a time interval associated with said plurality of content segments,

13 wherein said first time occurs at least said time interval after receipt of a request to

14 provide said plurality of content segments; and

15   determining a time interval associated with said plurality of content segments,

16 wherein said first time occurs at least said time interval after receipt of a request to

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17   provide said content segments and said second time occurs at least said time interval after

18   said first time.

1   9.   The method of claim 7, wherein said determining said first time and said second

2   time includes at least one of the following:

3   receiving a notification regarding said first time from said recipient;

4   receiving a notification regarding said first time from said device;

5   determining accessibility of said device;

6   determining an attribute of said recipient;

7   determining an attribute of said device;

8   selecting said first time at random;

9   selecting said first time to be during a period of accessibility of said device;

10   selecting said first time based, at least in part, on an external event;

11   selecting said first time based, at least in part, on an attribute of said recipient;

12   selecting said first time based, at least in part, on an attribute of said device; and

13   selecting said second time based, at least in part, on a length of time between said

14   first time and a time at which a response to said first of said plurality of content segments

15   is received.

1   10.   The method of claim 7, wherein said determining said first time and said second

2   time includes at least one of the following:

3   determining said first time based, at least in part, on a number of content segments

4   in said plurality of content segments;

5   determining said first time based, at least in part, on a length of time available to

6   display said plurality of content segments;

7   determining said first time based, at least in part, on a minimum length of time to

8   be used to display all of said plurality of content segments;

9   determining said first time based, at least in part, on a maximum length of time to

10   be used to display all of said plurality of content segments;

11   determining said first time based, at least in part, on a format of said first of said

12   plurality of content segments; and

13   determining said second time based, at least in part, on a response provided to

14   said first of said plurality of content segments.

1   11.   The method of claim 1, wherein said providing said first of said plurality of

2   content segments to said device at a first time and said second of said plurality of content

3   segments to said device at a second time includes at least one of the following:

4   providing said both said first and said second of said plurality of content segments

5   to said device prior to said first time and allowing said device to display said first of said

6   plurality of content segments at said first time and said second of said plurality of content

7   segments at said second time; and

8   providing said both said first and said second of said plurality of content segments

9   to said device at said first time and allowing said device to display said first of said

10   plurality of content segments at said first time and said second of said plurality of content

11   segments at said second time.

1   12.   The method of claim 1, wherein said providing said first of said plurality of

2   content segments to said device at a first time and said second of said plurality of content

3   segments to said device at a second time includes at least one of the following:

4   providing to said device at said first time data indicative of a location of said first

5   of said plurality of content segments;

6   providing to said device at said second time data indicative of a location of said

7   second of said plurality of content segments;

8   providing to said device data indicative of a location of said first of said plurality

9   of content segments and data indicative of a location of said second of said plurality of

10   content segments and allowing said device to retrieve said first of said plurality of content

11   segments at said first time and said second of said plurality of content segments at said

12   second time;

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13   providing to said device data indicative of a location of said first of said plurality

14   of content segments and data indicative of a location of said second of said plurality of

15   content segments and allowing said device to retrieve said first of said plurality of content

16   segments prior to said first time and said second of said plurality of content segments

17   prior to said second time; and

18   providing to said device data indicative of a location of said first of said plurality

19   of content segments and data indicative of a location of said second of said plurality of

20   content segments, allowing said device to retrieve said first of said plurality of content

21   segments prior to said first time and said second of said plurality of content segments

22   prior to said second time, and allowing said device to display said first of said plurality of

23   content segments at said first time and said second of said plurality of content segments

24   at said second time.

1   13.   The method of claim 1, wherein said providing said first of said plurality of

2   content segments to said recipient at a first time and said second of said plurality of

3   content segments to said recipient at a second time includes at least one of the following:

4   interrupting display of a content segment by said device by displaying said first of

5   said plurality of content segments on said device;

6   interrupting operation of said device and displaying said first of said plurality of

7   content segments on said device; and

8   interrupting operation of softwareon said device and displaying said first of said

9   plurality of content segments on said device.

1   14.   The method of claim 1, wherein at least one of said plurality of content segments

2   includes at least one of the following:

3   educational content;

4   an advertisement;

5   a survey;

6   a question;

7   an animation;

8   a sound file;

9   a video clip;

10   a multimedia file;

11   an image;

12   software code;

13   text material; and

14   rich media.

1   15.   The method of claim 1, further comprising at least one of the following:

2   allowing said recipient to select at least one of said plurality of content segments;

3 and

4   allowing said recipient to select all of said plurality of content segments.

1   16.   The method of claim 1, further comprising at least one of the following:

2   receiving a notification regarding a selection of at least one of said plurality of

3 content segments;

4   receiving a notification regarding accessibility of said device;

5   receiving a notification regarding a communication channel to said device;

6   selecting said first of said plurality of content segments based, at least in part, on

7 an attribute of said device; and

8   selecting said first of said plurality of content segments based, at least in part, on

9 an attribute of said recipient.

1   17.   The method of claim 1, wherein said determining a plurality of content segments

2 includes identifying said plurality of content segments after receiving a request to provide

3 said plurality of content segments.

1 18.   The method of claim 17, wherein said identifying said plurality of content

2 segments includes at least one of the following:

3   selecting said plurality of content segments based, at least in part, on said

4 recipient;

5   selecting said plurality of content segments based, at least in part, on said device;

6 and

7   selecting said plurality of content segments based, at least in part, on said request.

1 19.   The method of claim 17, wherein said request includes at least one of the

2 following:

3   information regarding a communication channel for delivery of said plurality of

4 content segments;

5   information regarding a format for said plurality of content segments;

6   information regarding said recipient;

7   information regarding said device;

8   an identifier associated with said plurality of content segments;

9   an identifier associated with said device; and

10   an identifier associated with said recipient.

1 20.   The method of claim 1, wherein said first and second of said plurality of content

2 segments are stored on said device.

1 21.   The method of claim 1, wherein an interruption of said operation of said device

2 includes at least one of the following:

3   an interruption in display of material by said device;

4   an interruption in display of material by software operating on said device;

5   a delay in use of data by software operating on said device;

6   a delay in use of data by said device;

7   a delay in manipulation of data by software operating on said device;

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8   a delay in manipulation of data by said device;

9   a display of a window by said device;

10   a display of a window by software operating on said device;

11   a display of an image by said device;

12   a change in display of material by said device from foreground to background;

13   a change in display of material by said device from background to foreground;

14   a change in display of material by software operating on said device from

15 foreground to background;

16   a change in display of material by software operating on said device from

17 background to foreground;

18   a delay in operation of a software program operating on said device while a

19 content segment is displayed by said device;

20   a delay in visual display of data by said device;

21   a delay in transmission of data by said device;

22   a delay in storage of data by said device;

23   a delay in reception of data by said device;

24   a delay in transmission of data by software operating on said device;

25   a delay in storage of data by software operating on said device;

26   a delay in reception of data by software operating on said device;

27   a prevention of use of at least one feature of said device while a content segment

28 is displayed by said device;

29   a prevention of use of at least one feature of software operating on said device

30 while a content segment is displayed by said device;

31   a suspension of usability of said device while a content segment is displayed by

32 said device; and

33   a suspension of usability of software operating on said device while a content

34 segment is displayed by said device.

1 22.   The method of claim 1, further comprising:

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2   evaluating a response to said first of said plurality of content segments.

1 23. The method of claim 1, further comprising:

2   evaluating responses to all of said plurality of content segments.

1 24. The method of claim 1, further comprising:

2   determining a format for said first of said plurality of content segments.

1 25. The method of claim 1, wherein all of said plurality of content segments are

2 thematically related.

1 26. The method of claim 1, further comprising:

2   identifying a time period during which said plurality of content segments are to

3 be displayed by said device.

1 27. The method of claim 26, wherein said first time and said second time occur within

2 said time period.

1 28. The method of claim 26, further comprising:

2   determining a first time associated with a first of said plurality of content

3 segments and a second time associated with a second of said plurality of content

4 segments by randomly selecting said first time and said second time from said time

5 period.

1 29. The method of claim 1, further comprising:

2   determining correctness of a response to said first of said plurality of content

3 segments.

1 30.   The method of claim 1, wherein selection of said second of said plurality of

2 content segments is based, at least in part, on said recipient's response to said first of said

3 plurality of content segments.

1 31.   The method of claim 1, further comprising:

2   determining a duration of time that said first of said plurality of content segments

3 is to be displayed by said device.

1 32.   The method of claim 1, further comprising:

2   determining a rule governing display of said first of said plurality of content

3 segments by said device.

1 33.   The method of claim 1, further comprising:

2   determining a benefit associated with viewing of said first of said plurality of

3 content segments.

1 34.   The method of claim 1, further comprising:

2   providing a notification of said benefit.

1 35.   A method for providing content, comprising:

2   determining a plurality of content segments;

3   identifying a first device associated with a recipient of said plurality of content

4 segments and a second device associated with said recipient;

5   allowing said first device to display a first of said plurality of content segments;

6 and

7   allowing said second device to display a second of said plurality of content

8 segments.

1 36.   The method of claim 35, further comprising:

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2   providing said first of said plurality of content segments to said first device and

3   said second of said plurality of content segments to said second device.

1   37.   The method of claim 35, further comprising:

2   providing data indicative of a location of said first of said plurality of content

3   segments to said first device and data indication of a location of said second of said

4   plurality of content segments to said second device.

1   38.   The method of claim 35, wherein display of said first content segment by said

2   first device may interrupt operation of said first device.

1   39.   The method of claim 35, wherein display of said second content segment by said

2   second device may interrupt operation of said second device.

1   40.   A method for providing content, comprising:

2   determining a plurality of content segments;

3   determining a device associated with a recipient of said plurality of content

4   segments;

5   providing at least two of said plurality of content segments to said device; and

6   allowing said device to display a first of said plurality of content segments at a

7   first time and a second of said plurality of content segments at a second time, wherein

8   display of a content segment by said device may interrupt operation of said device.

1   41.   The method of claim 40, wherein said first and second of said plurality of content

2   segments are stored on said device.

1   42.   A method for providing content with a portion of software, comprising:

2   determining a portion of software;

3   determining a plurality of content segments;

4   establishing a relationship between said portion of software and said plurality of

5   content segments such that a first of said plurality of content segments may be displayed

6   by a device at a first time when said portion of software is operating on said device and

7   such that an interruption of use of said portion of software on said device will occur when

8   said first of said plurality of content segments is displayed by said device; and

9   establishing a relationship between said portion of software and said plurality of

10   content segments such that a second of said plurality of content segments may be

11   displayed by said device at a second time when said portion of software is operating on

12   said device and such that an interruption of use of said portion of software on said device

13   will occur when said second of said plurality of content segments is displayed by said

14   device.

1   43.   The method of claim 42, wherein said first and second of said plurality of content

2   segments are stored on said device.

1   44.   The method of claim 42, further comprising:

2   providing said plurality of content segments.

1   45.   The method of claim 44, further comprising:

2   providing said portion of software.

1   46.   A method for providing content with a portion of software, comprising:

2   determining a portion of software;

3   determining a plurality of content segments;

4   establishing a relationship between said portion of software and said plurality of

5   content segments such that a first of said plurality of content segments may be displayed

6   by a device at a first time when said portion of software is operating on said device and

7   such that an interruption of use of said device will occur when said first of said plurality

8   of content segments is displayed by said device; and

9   establishing a relationship between said portion of software and said plurality of content

10   segments such that a second of said plurality of content segments may be displayed by

11   said device at a second time when said portion of software is operating on said device and

12   such that an interruption of use of said device will occur when said second of said

13   plurality of content segments is displayed by said device.

1   47.   A method for providing content with a portion of software, comprising:

2   determining a portion of software;

3   determining a plurality of content segments;

4   establishing a relationship between said portion of software and said plurality of

5   content segments such that a first of said plurality of content segments may be displayed

6   by a device at a first time when said portion of software is operating on said device and

7   such that an interruption of use of software other than said portion of software and

8   operating on said device will occur when said first of said plurality of content segments is

9   displayed by said device; and

10   establishing a relationship between said portion of software and said plurality of

11   content segments such that a second of said plurality of content segments may be

12   displayed by said device at a second time when said portion of software is operating on

13   said device and such that an interruption of use of software other than said portion of

14   software and operating on said device will occur when said second of said plurality of

15   content segments is displayed by said device.

1   48.   A method for providing content segments with a portion of software, comprising:

2   bundling a portion of software and a plurality of content segments such that said

3   plurality of content segments may be displayed by a device when said portion of software

4   is operated with said device and such that an interruption of operation of said portion of

5   software will occur during display of a content segment; and

6   providing a bundled arrangement of said portion of software and said plurality of

7   content segments.

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1   49.   The method of claim 48, wherein all of said plurality of content segments are

2   thematically related.

1   50.   A method for providing content segments with a portion of software, comprising:

2   bundling a portion of software and a plurality of content segments such that said

3   plurality of content segments may be displayed by a device when said portion of software

4   is operated with said device and such that an interruption of operation of said device will

5   occur during display of a content segment; and

6   providing a bundled arrangement of said portion of software and said plurality of

7   content segments.

1   51.   A software program, comprising a portion of executable software and a plurality

2   of content segments, wherein operation of said portion of executable software on a device

3   will be interrupted during at least a portion of at least one display of each of said plurality

4   of content segments by said device.

1   52.   A software program, comprising a portion of executable software and a plurality

2   of content segments, wherein operation of said device will be interrupted during at least a

3   portion of at least one display of each of said plurality of content segments by said

4   device.

1   53.   A system for facilitating display of at least one content segment, comprising:

2   a memory;

3   a communication port; and

4   a processor connected to said memory and said communication port, said

5   processor being operative to:

6   determine a plurality of content segments;

7   determine a device associated with a recipient of said plurality of content

8   segments; and

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9   provide a first of said plurality of content segments to said device at a first

10   time and a second of said plurality of content segments to said device at a second

11   time, wherein display of a content segment by said device may interrupt operation

12   of said device.

1   54.   A computer program product in a computer readable medium for facilitating

2   display of at least one content segment, comprising:

3   first instructions for identifying determining a first content segment and a second

4   content segment;

5   second instructions for identifying at least one device associated with a recipient

6   of said first and second content segments; and

7   third instructions for sending said first content segment to said device at a first

8   time and said second content segment to said device at a second time, wherein display of

9   a content segment by said device may interrupt operation of said device.

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